

# PEX Live: Enterprise Architecture

## 13-14 April 2021 | Exclusive Online Digital Event

### Day One: Tuesday 13<sup>th</sup> April 2021

- 14:00 GMT**     **Case Study: Using Enterprise Architecture to Determine the Best Business Technologies and Tools for the Future**
- Identifying redundant applications and rationalising the technology strategy across the organisation
  - Setting targets for business capability mapping and ascertaining weaknesses within the current system
  - Achieving a shared culture across multiple business teams to facilitate change swiftly and effectively, eg. the IT department, your Lean and Six Sigma teams, business users
- Palanikumar Duraisamy, Principal Emerging Technology Architect, Boeing**
- 15:00 GMT**     **Why Enterprise Architecture is Essential to Enable Businesses to Better Serve Their Customers**
- Tracking the journey from manual to tech-enabled measurement internally
  - Embedding AI into the business to understand how learners learn best and predict the best way for each customer to interact with a company's systems
- Building an Enterprise Architecture evolution measurement program that creates value for the front line first and foremost
- Senior Representative, Tonkean**
- 16:00 GMT**     **Accelerate Agile Developments with a Just-In-Time Architecture**
- COVID-19 has forced many companies to build back their business more resiliently, but many do not know how to do so. IT architects can help strengthen resiliency by teaming with Agile development teams to optimize productivity. Without intentional architecture, emergent design alone cannot handle the complexity of large-scale system development. This results in excessive redesign and delays, development silos and lack of collaboration, no economies-of-scale and reuse of common components, and difficulty to integrate all the developments of the same project. If a company is constantly revisiting and reworking agile products, it is certainly not optimizing enough to be resilient.
- This webinar will provide practical insights to help IT architects strengthen resiliency by:
- Using a gardening mindset (prepare, tend, grow) to team with Agile development teams
  - Understanding how to establish defined trade-offs between intentional architecture with emergent design
  - Using a "just-in-time" architectural runway to provide the guardrails for Agile development teams (and ensure optimal product design and usefulness)
- Yannick Rudloff, Vice President and Managing Director MEGA**
- 17:00 GMT**     **Assessing Helpful EA Tools and the Benefits of Integrating Machine-Learning, Automation and AI Right Across the Business**
- Why it is important to sort and unify enterprise initiatives before relying on mass data
  - Understanding the potential pitfalls involved in integrating new technologies, and managing risk more efficiently

- Discover why you should include real-time analysis within your new business framework to ensure ongoing IT and business excellence

**Senior Representative, BizDesign**

## Day Two: Wednesday 14<sup>th</sup> April 2021

- 14:00 GMT Case Study: Driving Enterprise Excellence, Business Transformation and Steering a Pathway to Change**
- Getting staff on board with new internal business transformation initiatives and transforming internal culture
  - Identifying engagement and delivery methodologies for implementing change
  - Why you need to achieve a framework for effective measurement on both Return On Investment and total Value Of Investment
  - How to bring about change as swiftly and efficiently as possible
- Sofiène Kamoun, General Director, Strategic Initiatives, and former Director General of Enterprise Architecture, Videotron**
- 15:00 GMT Enterprise Architecture Strategies for Migrating to Digital & Automated Systems**
- Learn how to utilize IT principles, RPA, analytics and cognitive computing to best effect
  - Find out about powerful enterprise search tools that can help to pinpoint relevant data and content at the right moment to make better decisions for the business
  - Discover how businesses can optimize their businesses most cost-effectively, and how to prioritise what to upgrade
  - Using Data Analytics and Design Thinking to solve legacy systems
- 16:00 GMT Achieving Business and Operational Excellence Through Effective Enterprise Architecture Planning**
- How to re-invigorate enterprise architecture across the business
  - Why it is important to remember that technology is just a tool towards success, not a means to an end in itself; customer satisfaction is still the main goal
  - Working business innovation and enterprise minded culture into a legacy company
  - Implementing agile and resilient frameworks for continuous value delivery
- Senior Representative, Software AG (confirmed)**
- 17:00 GMT Panel Discussion: Uniting the Business Around Digital Transformation, Technology Excellence and Moving Forward Together**
- How to align cross-company initiatives to form a cohesive approach across OPEX, IT and Business functions
  - Why you need to achieve clear consistent strategies for technology excellence - prescriptive and preventative
  - How to allocate adequate resource to planning, sponsorship, budgeting, and prioritizing greatest needs for change
  - Justifying the need for enterprise mobility and cloud migration
- Featuring contributions from prominent Enterprise Architects, led by Birgit Hartje, General Manager of Global Operations, Association of Enterprise Architects**